SABIO'S CREATOR TELEVISION® WINS "MOST SIGNIFICANT NEWCOMER" AT 21st INTERACTIVETV TODAY (ITVT) AWARDS

TOP HONOR GIVEN DURING NETWORK'S FIRST SIX MONTHS OF LAUNCH

TORONTO, June 24, 2025 /PRNewswire/ -- Sabio Holdings (TSXV: SBIO) (OTCQB: SABOF) (the "**Company**" or "**Sabio**"), announced today that Creator Television® (Creator TV) won the 2025 "Most Significant Newcomer" at the 21st Annual InteractiveTV Today (ITVT) Awards for Leadership in Interactive and Multiplatform Television. The awards will be presented on June 25 at the awards ceremony at the Television of Tomorrow Show (TVOT) in San Francisco, California.

Owned and operated by Sabio, Creator TV is the first creator-led streaming network and content studio dedicated to bringing the authenticity and energy of social media storytelling to TV. Creator TV launched its first free ad-supported streaming television (FAST) channel in January 2025 and is available to stream on Plex, Sling Freestream, and Anoki's LiveTVx.

"We're incredibly honored to be named 'Most Significant Newcomer' by ITVT," said Charlie Ibarra, Co-Founder and Head of Content at Creator Television. "This recognition validates what we've believed from the start—that creator-led storytelling isn't just the future of television, it's already reshaping how audiences engage, how platforms program, and how brands show up. Recognition like this tells us the industry is catching up to audiences—and we're thrilled to be leading that charge."

"We're so proud of how Creator Television has grown in such a short amount of time," adds Joe Ochoa, Co-Founder and General Manager. "It's been our collective dream to build a TV network with a voice and a soul that truly resonates with today's audiences. To be recognized with an award like this just fuels us to keep building and working with our creator partners to push the boundaries of what TV looks and feels like."

Creator TV was recognized as the most significant newcomer/breakthrough player of the past year, based on its sustainable production model with new faces, fresh formats, and new types of storytelling brought to the TV space. Another stand-out characteristic is diversity – Creator TV's commitment to diversity and inclusivity is ethically sound and strategically advantageous. Its mission is to increase representation in television by showcasing creator-led programming that better reflects today's diverse world.

Judged by a who's who of advanced-TV industry leaders, the InteractiveTV Today (ITVT) Awards for Leadership in Interactive and Multiplatform Television recognize individual and corporate achievement in multiple categories, including winners of the "Individual Leadership," "All-Star Leadership," "Most Significant Impact," and the "TV Community Champion" awards which will be announced live at TVOT SF 2025.

About Sabio

Sabio Holdings (TSXV: SBIO, OTCQB: SABOF) is a technology and services leader in the fast-growing ad-supported streaming space. Its cloud-based, end-to-end technology stack helps top global brands and agencies reach, engage, and validate (R.E.V.) streaming audiences. Sabio consists of a proprietary ad-serving technology platform that partners with the top ad-supported streaming platforms and apps in the world, App Science™, a non-cookie-based software as a service (SAAS) analytics and insights platform with AI natural language capabilities, and Creator Television® (Creator TV), the first creator-led streaming network and content studio dedicated to bringing the authenticity and energy of social media storytelling to TV. For more information, visit: sabio.inc

About InteractiveTV Today (ITVT)

Founded in 1998, InteractiveTV Today (ITVT) is the most widely read and trusted news source on the rapidly emerging industry of multiplatform and interactive television (ITV). The TV of Tomorrow Show (TVOT) is produced by ITVT and takes place twice a year in San Francisco (June) and New York City (December). Since 2004, ITVT organizes the prestigious annual "Leadership in Interactive and Multiplatform Television Awards." Learn more: https://itvt.com/

Forward-Looking Statements

This press release may contain certain forward-looking information and statements ("forward-looking information") within the meaning of applicable Canadian securities legislation, which is often, but not always, identified by the use of words such as "believes," "anticipates," "plans," "intends," "will," "should," "expects," "continue," "estimate," "forecasts," or the negative thereof and other similar expressions. All statements herein other than statements of historical fact constitute forward-looking information, including but not limited to statements in respect of the future benefits of Creator TV and the impact of Creator-led content. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements. The Company undertakes no obligation to comment on analyses, expectations, or statements made by third parties in respect of the Company, its securities, or financial or operating results (as applicable). Although the Company believes that the expectations reflected in forward-looking information in this press release are reasonable, such forward-looking information has been based on expectations, factors, and assumptions concerning future events that may prove to be inaccurate and are subject to numerous risks and uncertainties, certain of which are beyond the Company's control, including the other risk factors disclosed in the Company's annual information form and management's discussion and analysis (MD&A), which are publicly available on SEDAR Plus at www.sedarplus.ca. The Company has assumed that the material factors referred to herein will not cause such forward-looking statements and information to differ materially from actual results or events. However, there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. The forward-looking information contained in this press release is expressly qualified by this cautionary statement and is made as of the date hereof. The Company disclaims any intention and has no obligation or responsibility, except as required by law, to update or revise any forward-looking information, whether as a result of new information, future events, or otherwise.

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For further information: Sajid Premji, Chief Financial Officer, investor@sabio.inc, Phone: 1.844.974.2662; Sam Wang, Investor Relations, investor@sabio.inc